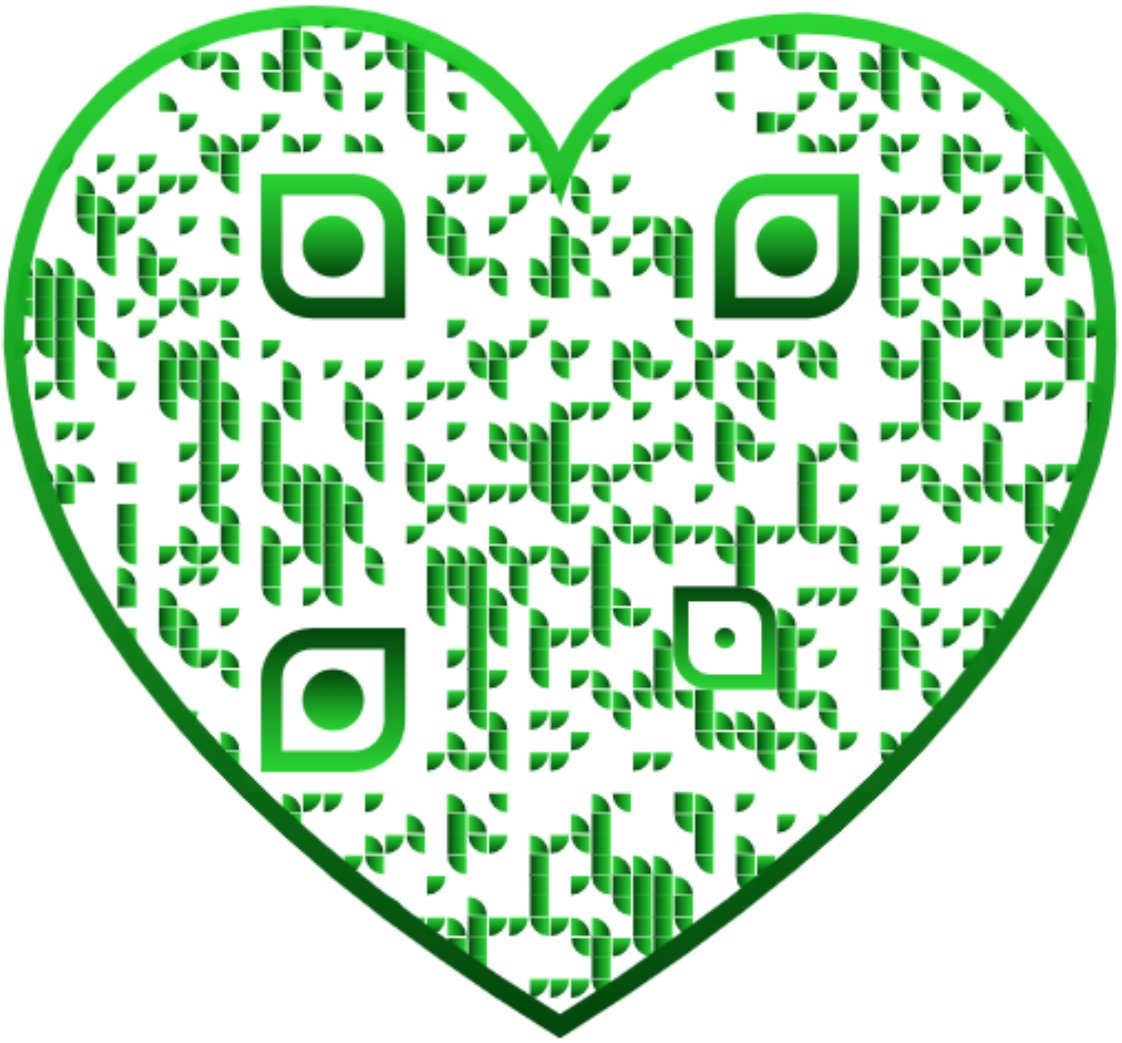
Professional Communication skills

د.ص : وليد محمد الشعيبي



Humanitarian Communication

EFFECTIVE COMMUNICATION

أهمية الاتصال الانساني

- أساس التواصل الانساني .
- يؤثر على جميع من حولك سلبا أو ايجابا.
- به ترقى أو تشقى.
- تثاب عليه و تعاقب .

اشرح هذه النقاط حسبما درست

COMMUNICATION ELEMENTS

Sender
&
Message

Noise

Channel

Receiver
&
Feedback

PRACTICE : ENVIRONMENT

COMM. TYPES

Self

personal

Public

Mass Media

Intercultural

Comm. Types

COMMUNICATION CHARACTERISTIC

- Intentional / un.
- Irreversible.
- Interactive
- Timely
- Complete.
- Continuous
- Multi-directional

7C EFFECTIVE COM.

COMMUNICATION MISCONCEPTIONS

- More communication is better?
- Communication will solve all problems?
- Communication is a natural ability?
- Communication is always positive?
- Words carry meanings?

COMMUNICATION PROFICIENCY

- **First Law :**

  Good Communication will raise level of satisfaction

- **Second Law:**

  There is no effective way of communication

- **Third Law:**

  Proficiency of communication depends on context every time

- **Fourth Law:**

  Good communication takes place when all Parties are satisfied

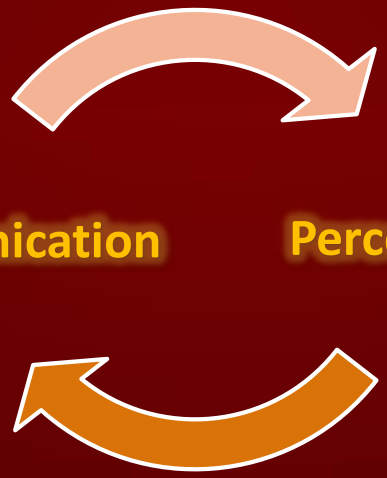
Humanity Communication

Intrapersonal Commu.

MENTAL PERCEPTION

هو الآلية التي يتم من خلالها تكوين معنى شخصي لعمليات الاتصال التي نتعرض لها يوميا

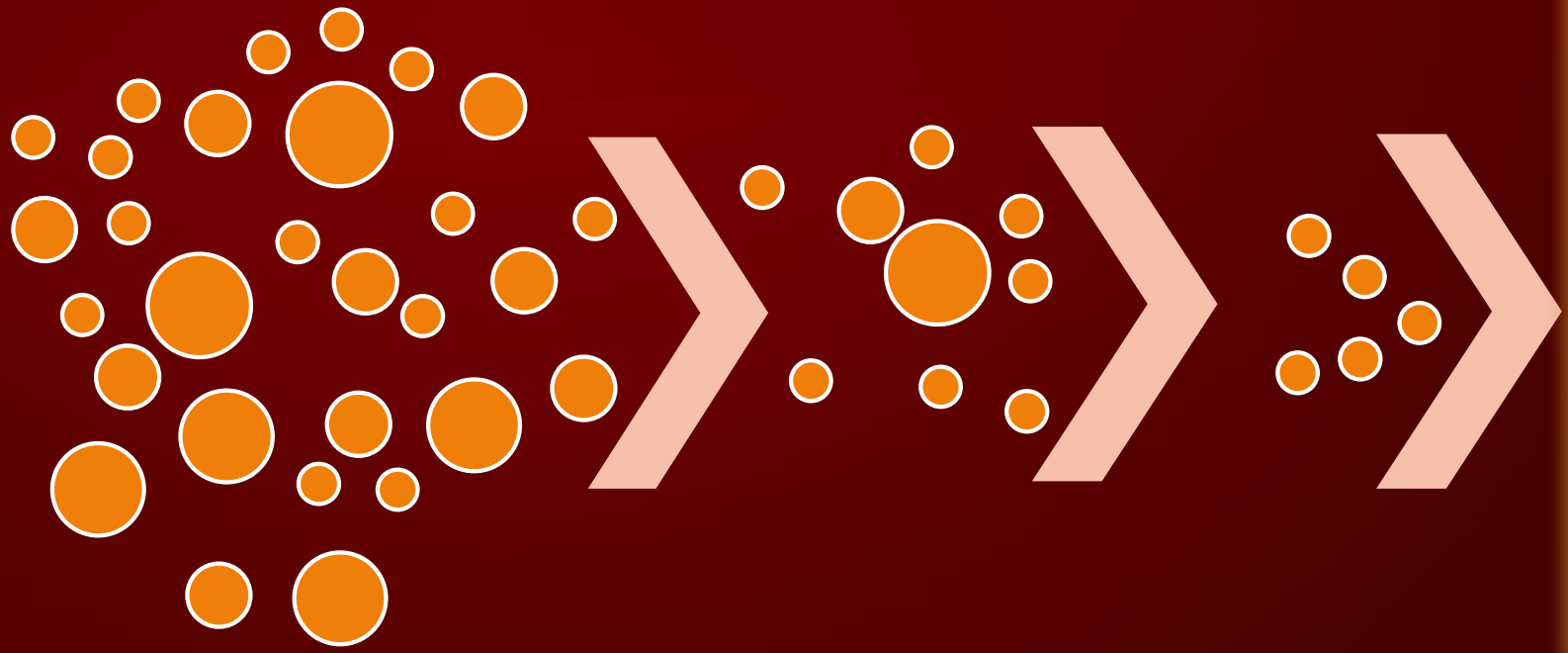
Process in which you form personal meaning about communication event that exposure them



Mechanism of Personal meaning form

A. Selection
B. Organization
C. Interperting

HOW DOES HAPPEN?



Selection Organization Interpretation

PERCEPTION STEPS

- Exposure
- Attention
- Retention

Selection

Organization

- Closure
- Proximity
- Similarly

Interpretation

INFLUCING FACTORS

Means of Social Communication

Physical Characteristics

Physiological/ Psychological State

Media

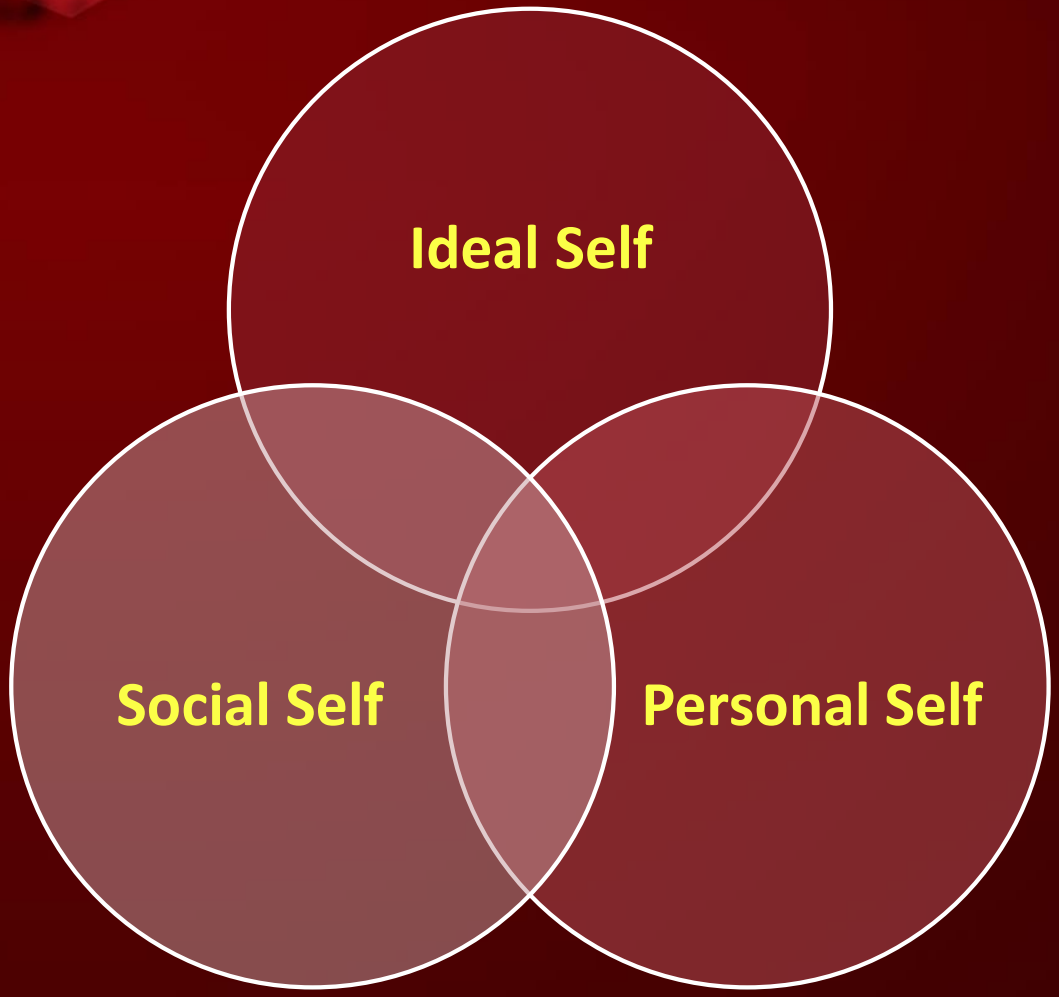
Factors

Gender

Cultural Background

Stereotyping

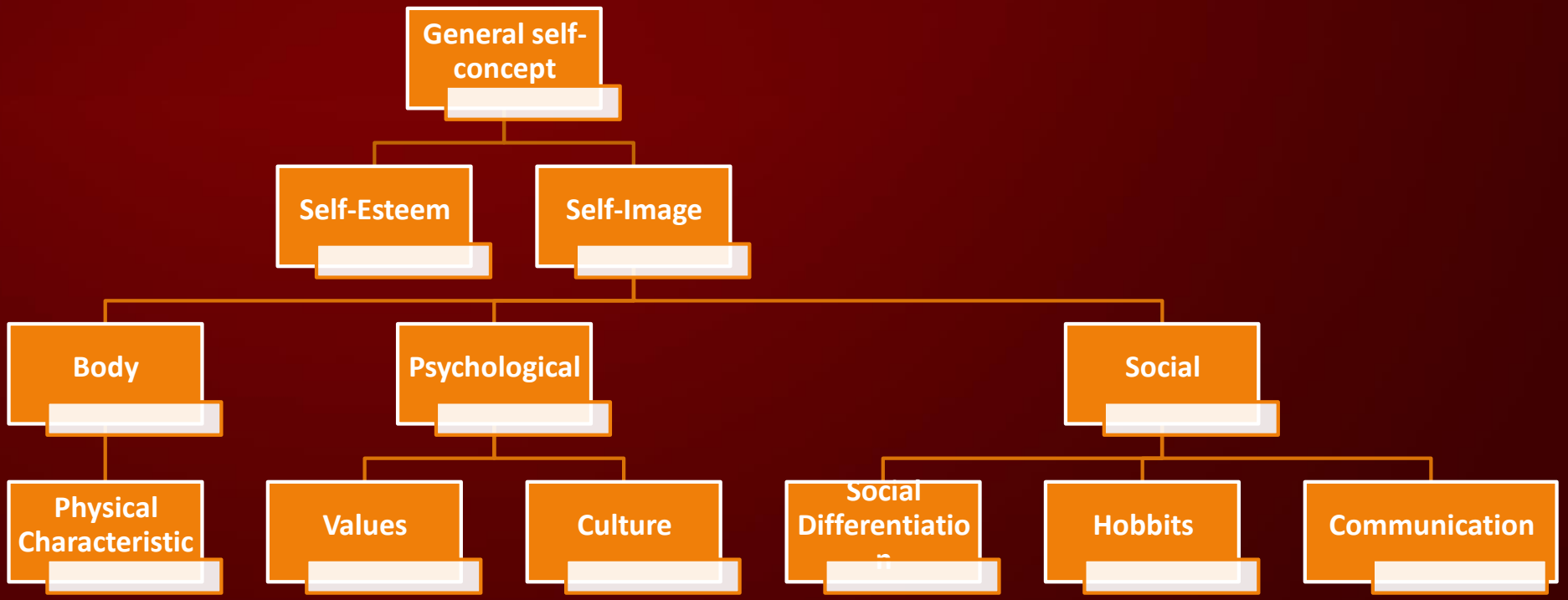
SELF PERCEPTION



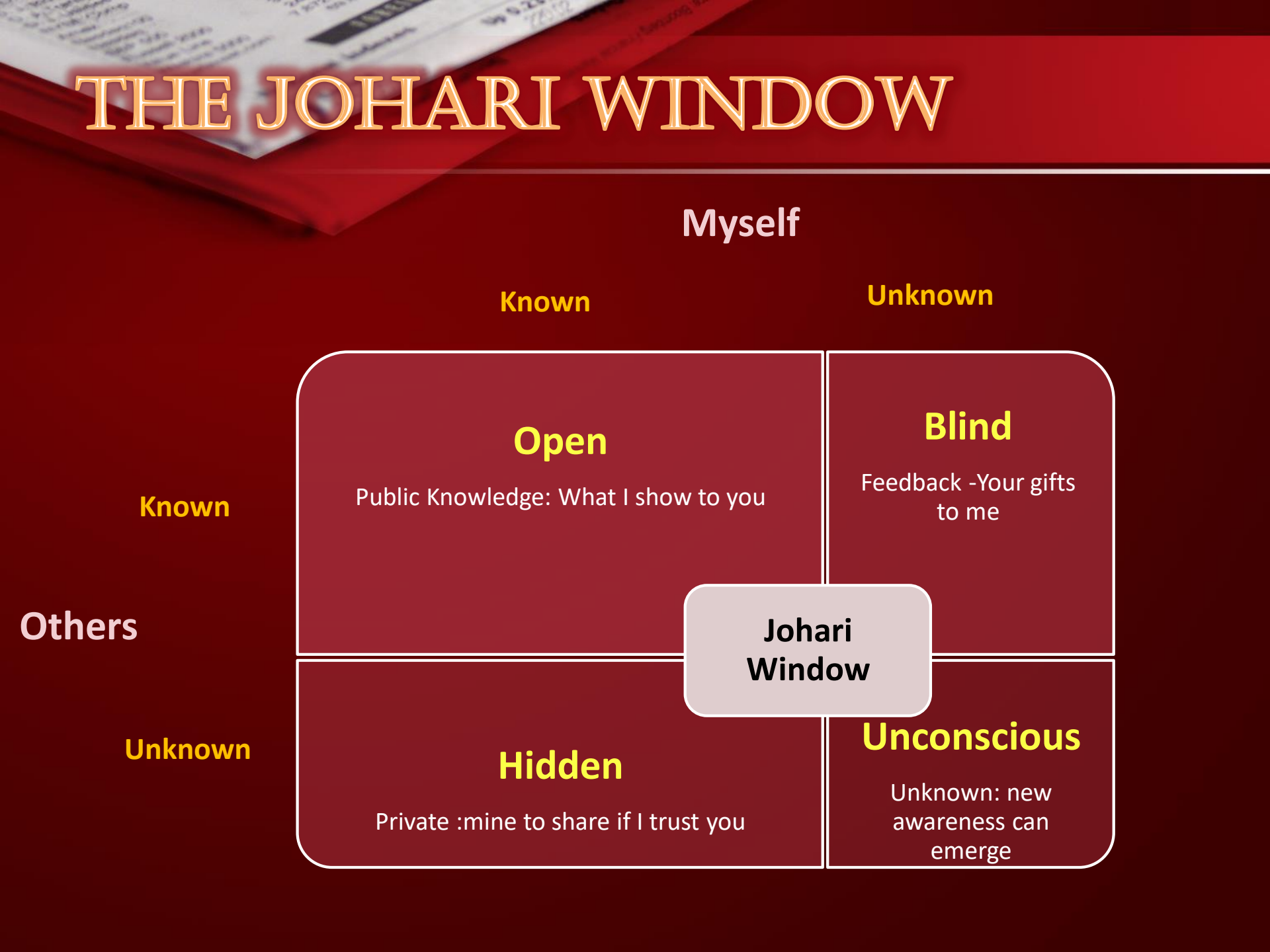
HOW TO IMPROVE PERCEPTION?

- Active perception about self & others
- belief that every one has a special individual behavior
- Differentiate between facts and guesses.
- Realize the role of cognition in the communication effectiveness
- Be open-minded.

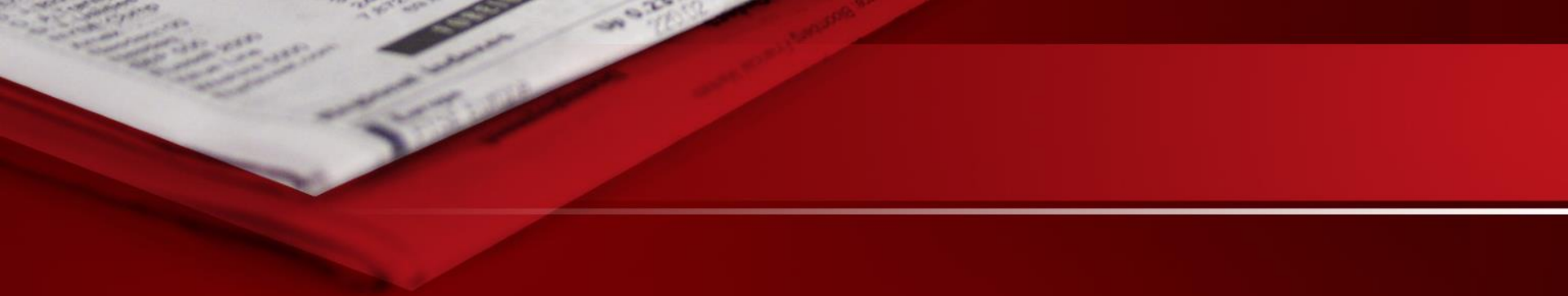
SELF CONCEPT



THE JOHARI WINDOW



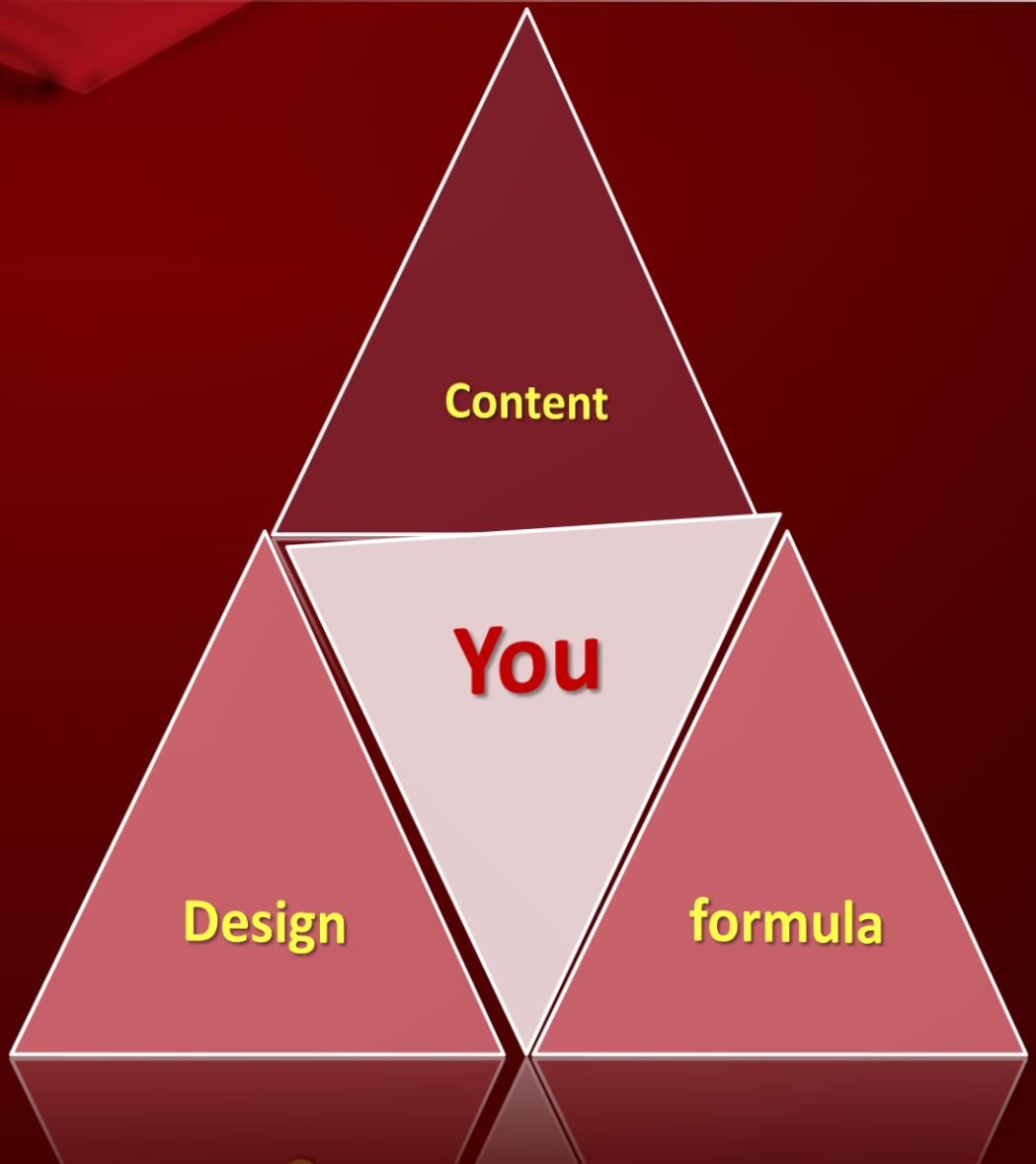
SELF CONCEPT IMPROVEMENT STEPS



How to prepare

successful presentation?

Tips have to be Covered



YOU

Before

- Determine Objectives/Audience.
- Take your time.
- Prepare (Collect / Assure / concise).
- Apply with friend.
- Assure(installations/place)
- Take your precautions to events

During

- Don’t forget
  - How much time you have?
  - Who are inviting?

Closing

YOU

Before

During

Closing

- ✓ Be smile (the audience came to see you)
- ✓ Be courteous
- ✓ Body Language (Clear voice / Eyes contact /..)
- ✓ Do not get the media to hide you.
- ✓ Listen to comments and objections.
- ✓ Use remote to move slides.
- ✓ Don’t get your back for audience.

YOU

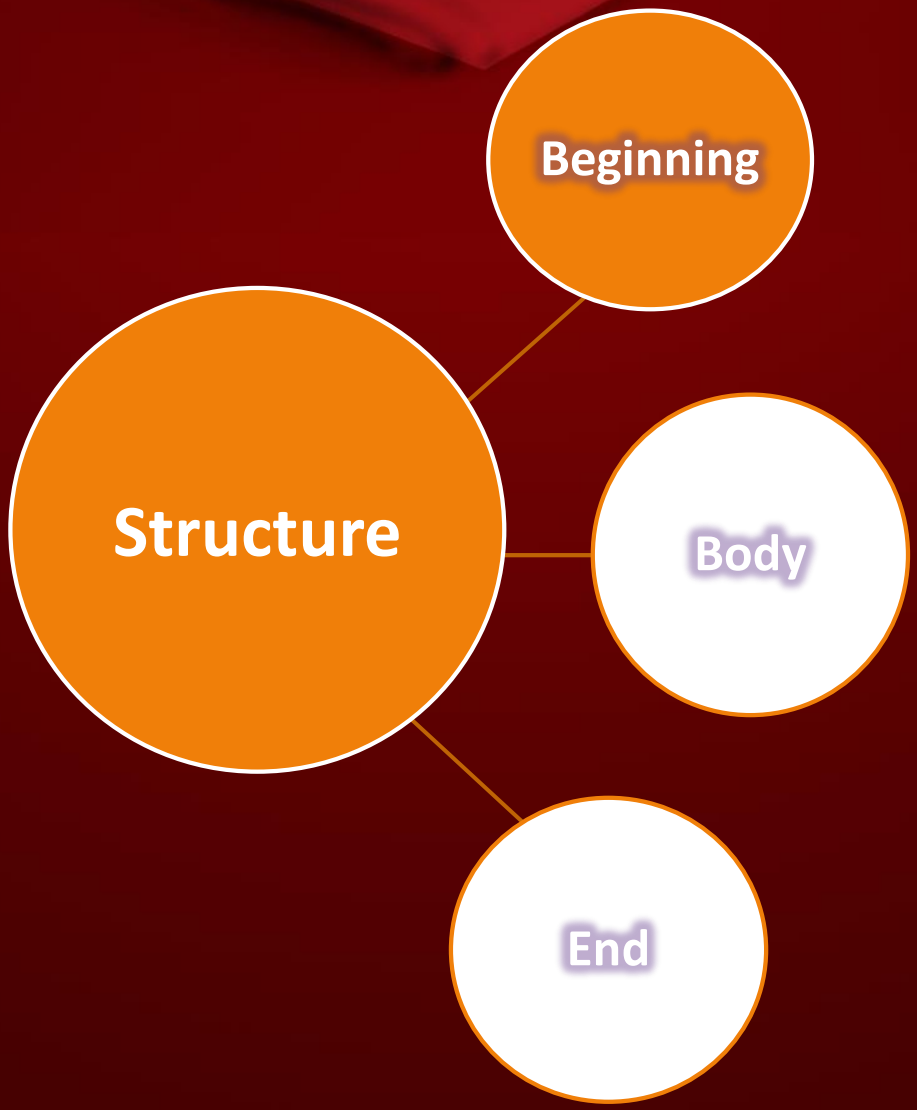
Before

During

Closing

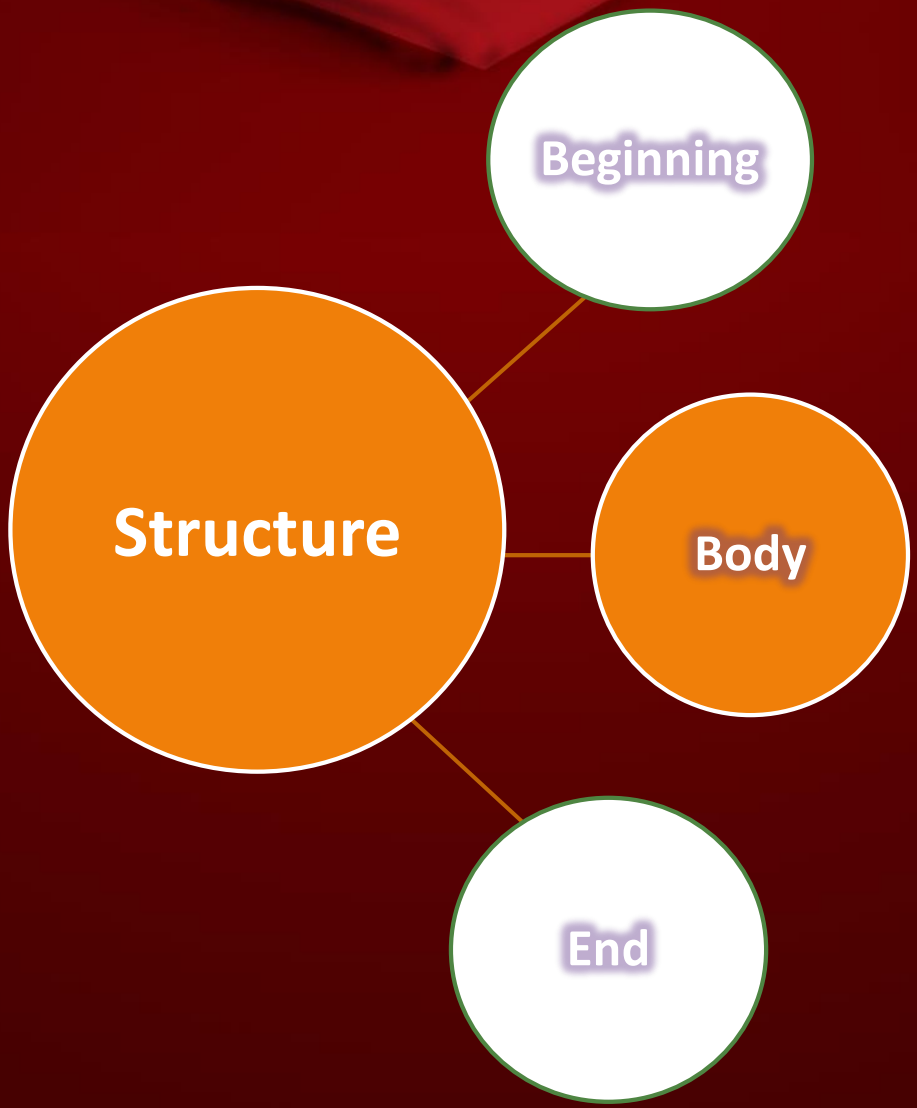
- Evaluate results .
- Follow up.
- Develop your skills (learn from your mistakes)

CONTENT



- Welcome/Interoduce (your name & company & Drug)
- Attractive Title
- Introduction.
- Top topics

CONTENT

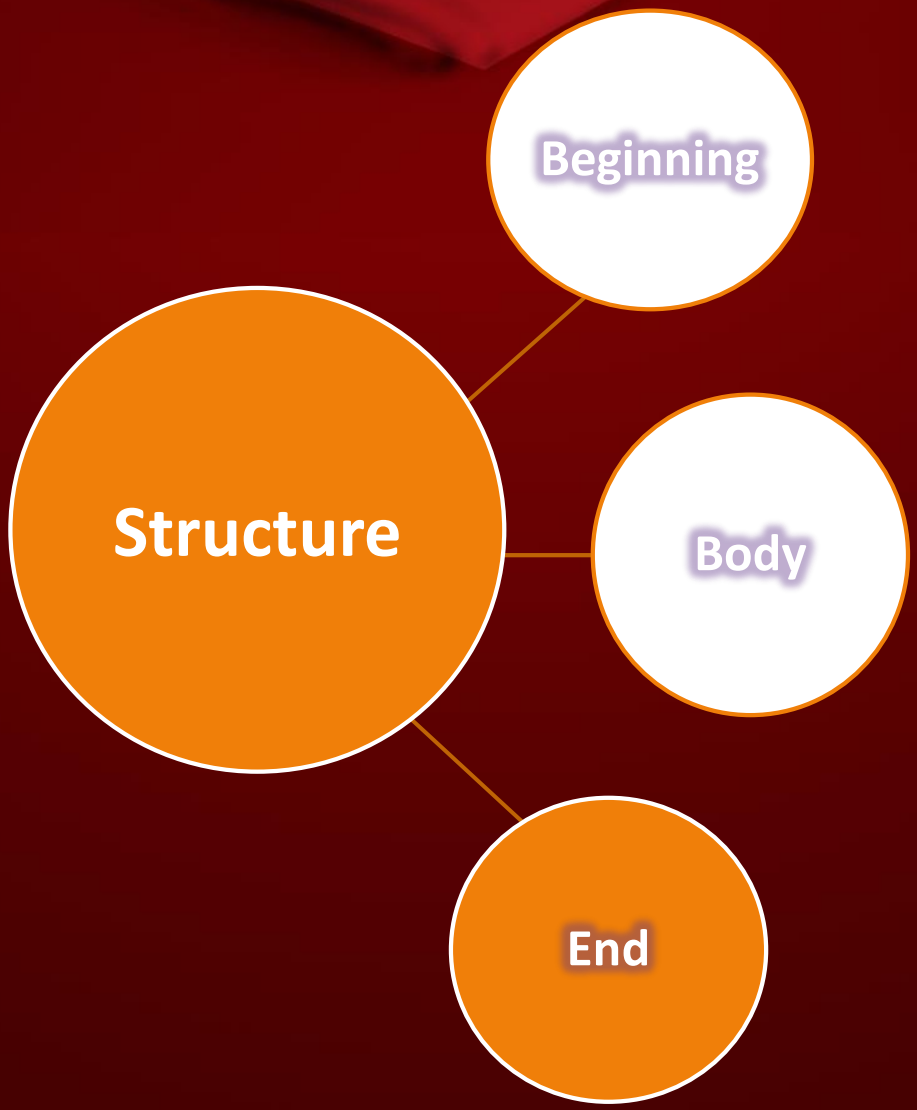


- ✓Mention Tips you talk about
- ✓Terms definition
- ✓Objectives & Significance
- ✓Classifications
- ✓Evidence and proofs (studies - researches)
- ✓Stories – proverbs – wisdoms – poems.
- ✓Other media

(Video clips-youtubes-……)

- ✓ Public participation

CONTENT



- Conclusion (effective and strong /summarize)
- Question time
- Thanks

DESIGN

Template

- Fit to title
- Reflect font colors
- 10-15 Slides

Fonts

- Main title above 40
- Topics 24-30
- Subtopics 16-22
- According to room place
- Do not use all capital letters
- Italics(References,

Colors

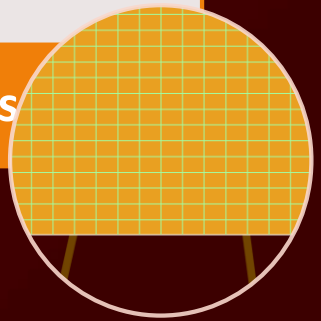
- Fit to background
- Clear
- Few
- Harmonious

Illustrations

- Related to message(Images/Graphs/Diagram/Videos/ Youtube)
- Clear & listened

Flipcharts

- Flipchart & White board (easy to use)



FORMULA

- 6*6 Rule
- Easy to Read
- Spelling and Grammar
- Terms
- Known Abbrev.
- Deliver questions.